

REP HEADLINE# 6275353
*** ORIGINAL REV#0 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

HARRIS REPORT FROM REP

AUG13/12 13.0
*** WFLA-TV ***

ADV # ADV. NAME ISS/RESTORE OUR FUTURE
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

REP. # OFF. # SALESMAN #
BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306
TOWSON, MD 21286

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6275353

CLASS: NATL. LOCAL REGIONAL

PRDCT RESTORE OUR FUTURE EST#1894 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG13/12 13.03

REP: NEW ORDER
TTL \$135,925 @101X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB #1021, TV INVOICES #9912736

Ed
Good As Is
Just my wedding
News 7A
8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1894

1			600A-700A	30		\$1,000.00	8/14	8/17	4		TU-F	4
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PROGRAM : NEWS 6A
RA35+ : 2.0
CON COM1 : NEWS 6A

[Signature]

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A PROGRAM : MIDDAY NEWS RA35+ : 1.0 CON COM1: MIDDAY NEWS	30		\$300.00	8/14	8/17	4		TU-F	4
3			1200N-100P PROGRAM : TODAY SHOW3 RA35+ : 1.0 CON COM1: TODAY SHOW3	30		\$275.00	8/14	8/17	4		TU-F	4
4			400P-500P PROGRAM : DR OZ RA35+ : 2.0 CON COM1: DR OZ	30		\$650.00	8/14	8/17	8		TU-F	8
5			500P-530P PROGRAM : NEWS 5P RA35+ : 3.0 CON COM1: NEWS 5P	30		\$1,000.00	8/14	8/17	5		TU-F	5
6			530P-600P PROGRAM : NEWS 530P RA35+ : 3.0 CON COM1: NEWS 530P	30		\$1,000.00	8/14	8/17	5		TU-F	5
7			600P-630P PROGRAM : NEWS 6P RA35+ : 6.0 CON COM1: NEWS 6P	30		\$2,000.00	8/14	8/17	5		TU-F	5
8			700P-730P PROGRAM : ET RA35+ : 4.0 CON COM1: ET	30		\$2,200.00	8/14	8/17	8		TU-F	8
9			730P-800P PROGRAM : EXTRA RA35+ : 4.0 CON COM1: EXTRA	30		\$2,200.00	8/14	8/17	4		TU-F	4

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			1135P-1237A PROGRAM : TONIGHT SHOW RA35+ : 1.0 CON COM1: TONIGHT SHOW	30		\$800.00	8/14	8/17	4		TU-F	4
11			500A-530A PROGRAM : NEWS 5A RA35+ : 1.0 CON COM1: NEWS 5A	30		\$300.00	8/14	8/17	4		TU-F	4
12			1100P-1135P PROGRAM : NEWS 11P RA35+ : 3.0 CON COM1: NEWS 11P	30		\$1,800.00	8/14	8/19	12		TU-SU	12
13			1000P-1100P PROGRAM : ROCK CENTER RA35+ : 3.0 CON COM1: ROCK CENTER	30		\$3,800.00	8/16	8/16	2		THU	2
14			700A-900A PROGRAM : SAT TODAY RA35+ : 3.0 CON COM1: SAT TODAY	30		\$950.00	8/18	8/18	3		SAT	3
15			900A-1000A PROGRAM : SAT AM RA35+ : 2.0 CON COM1: SAT AM	30		\$475.00	8/18	8/18	2		SAT	2
16			1200N-100P PROGRAM : NOON SAT RA35+ : 1.0 CON COM1: NOON SAT	30		\$200.00	8/18	8/18	1		SAT	1
17			600P-630P PROGRAM : NEWS 6P SAT RA35+ : 7.0 CON COM1: NEWS 6P SAT	30		\$900.00	8/18	8/18	1		SAT	1

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18			700P-800P PROGRAM : ET RA35+ : 2.0 CON COM1: ET	30		\$1,000.00	8/18	8/18	2		SAT	2
19			800A-900A PROGRAM : SUN TODAY RA35+ : 2.0 CON COM1: SUN TODAY	30		\$700.00	8/19	8/19	2		SUN	2
20			900A-1000A PROGRAM : SUN AM RA35+ : 3.0 CON COM1: SUN AM	30		\$475.00	8/19	8/19	2		SUN	2
21			1200N-100P PROGRAM : NOON SUN RA35+ : 1.0 CON COM1: NOON SUN	30		\$200.00	8/19	8/19	1		SUN	1
22			600P-630P PROGRAM : NEWS 6P SUN RA35+ : 4.0 CON COM1: NEWS 6P SUN	30		\$800.00	8/19	8/19	1		SUN	1
23			800P-1100P PROGRAM : NFL PRESEASON RA35+ : 6.0 CON COM1: NFL PRESEASON	30		\$8,000.00	8/19	8/19	2		SUN	2
24			600A-700A PROGRAM : NEWS 6A RA35+ : 2.0 CON COM1: NEWS 6A	30		\$1,000.00	8/20	8/20	1		MON	1
25			1100A-1200N PROGRAM : MIDDAY NEWS RA35+ : 1.0 CON COM1: MIDDAY NEWS	30		\$300.00	8/20	8/20	1		MON	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
26			1200N-100P PROGRAM : TODAY SHOW3 RA35+ : 1.0 CON COM1: TODAY SHOW3	30		\$275.00	8/20	8/20	1		MON	1
27			400P-500P PROGRAM : DR OZ RA35+ : 2.0 CON COM1: DR OZ	30		\$650.00	8/20	8/20	2		MON	2
28			500P-530P PROGRAM : NEWS 5P RA35+ : 3.0 CON COM1: NEWS 5P	30		\$1,000.00	8/20	8/20	1		MON	1
29			530P-600P PROGRAM : NEWS 530P RA35+ : 3.0 CON COM1: NEWS 530P	30		\$1,000.00	8/20	8/20	1		MON	1
30			600P-630P PROGRAM : NEWS 6P RA35+ : 6.0 CON COM1: NEWS 6P	30		\$2,000.00	8/20	8/20	1		MON	1
31			700P-730P PROGRAM : ET <i>ET</i> RA35+ : 4.0 <i>4.0</i> CON COM1: ET	30		\$2,200.00	8/20	8/20	2		MON	2
32			730P-800P PROGRAM : EXTRA RA35+ : 4.0 CON COM1: EXTRA	30		\$2,200.00	8/20	8/20	1		MON	1
33			1135P-1237A PROGRAM : TONIGHT SHOW RA35+ : 1.0 CON COM1: TONIGHT SHOW	30		\$800.00	8/20	8/20	1		MON	1

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34			500A-530A	30		\$300.00	8/20	8/20	1		MON	1
PROGRAM : NEWS 5A												
RA35+ : 1.0												
CON COM1: NEWS 5A												

35			1100P-1135P	30		\$1,800.00	8/20	8/20	2		MON	2
PROGRAM : NEWS 11P												
RA35+ : 3.0												
CON COM1: NEWS 11P												

AUG/12 135925.00 CONTRACT TOTAL 135925.00
TOTAL SPOTS 101

MARKET TOTALS \$455,925 WFLA 30% WFTS 22% WTSP 25% WTVT 23% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

VC- NSI BOOKS- AUG/PJ
DEMOS- RA35+*

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Restore Our Future/ Issue
Submission Number 717 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	135925	Campaign Ref:	E:120813071
Buyer:	..	Client/Product/Estimate:	./1894	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Restore Our Future	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6a News .TWTF..	02	1000	30 Comme	Nbr of Spots	4	4	4000
2	M-F 10a News .TWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
3	M-F 12p Today Show III .TWTF..	02	275	30 Comme	Nbr of Spots	4	4	1100
4	M-F 4p Dr Oz .TWTF..	03	650	30 Comme	Nbr of Spots	8	8	5200
5	M-F 5p News .TWTF..	03	1000	30 Comme	Nbr of Spots	5	5	5000
6	M-F 530p News .TWTF..	03	1000	30 Comme	Nbr of Spots	5	5	5000
7	M-F 6p News .TWTF..	02	2000	30 Comme	Nbr of Spots	5	5	10000
8	M-F 7p News .TWTF..	01	2200	30 Comme	Nbr of Spots	8	8	17600
9	M-F 730p Entertainment Tonight	01	2200	30 Comme	Nbr of Spots	4	4	8800
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

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Ste 600
Towson MD 21286

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Submission Number 717 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	135925	Campaign Ref:	E:120813071
Buyer:	..	Client/Product/Estimate:	./11894	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
11	M-F 5a News .TWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
12	M-Su 11p News .TWTFSS	02	1800	30 Comme	Nbr of Spots	12	12	21600
13	Thu 10p ET / 9p CT Rock Center ...T...	02	3800	30 Comme	Nbr of Spots	2	2	7600
14	Sat 7a Today ShowS.	02	950	30 Comme	Nbr of Spots	3	3	2850
15	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	2	2	950
16	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
17	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1	1	900
18	Sat 7p Entertainment TonightS.	02	1000	30 Comme	Nbr of Spots	2	2	2000
19	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	2	2	1400
20	Sun 9a News	02	475	30 Comme	Nbr of Spots	2	2	950
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

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Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
21	Sun 12p NewsS	02	200	30 Comme	Nbr of Spots 1	1	1	200
22	Sun 6p NewsS	02	800	30 Comme	Nbr of Spots 1	1	1	800
23	Sun 8p ET / 7p CT Sun Night Football - PresessionS	05	8000	30 Comme	Nbr of Spots 2	2	2	16000
24	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots 1	1	1	1000
25	M-F 10a News M.....	01	300	30 Comme	Nbr of Spots 1	1	1	300
26	M-F 12p Today Show III M.....	02	275	30 Comme	Nbr of Spots 1	1	1	275
27	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots 2	2	2	1300
28	M-F 5p News M.....	03	1000	30 Comme	Nbr of Spots 1	1	1	1000
29	M-F 530p News M.....	03	1000	30 Comme	Nbr of Spots 1	1	1	1000
30	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots 1	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					96	15	101	

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PHONE (813) 228-8888

Original

Client: Restore Our Future/ Issue	Submission Cost: 135925	Campaign Ref: E:120813071
Buyer: ..	Client/Product/Estimate: ././1894	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06275353
Est./PO Number: 06275353	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
31	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	2	2	4400
32	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
33	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
34	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
35	M-Su 11p News M.....	02	1800	30 Comme	Nbr of Spots	2	2	3600
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

Grand Totals				Month 8 Weeks: 4	
Totals		08/13	08/20		
Spots	101	86			
Cost	135925	117750			

Grand Totals:	Spots: 101
	Gross Total: 135,925.00
	Commission: 20,388.75
	Net Total: 115,536.25

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA-TV	Date: 8/13/12
--	--

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Restore Our Future, Inc.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 135,950 GROSS

This broadcast time will be used by: Restore Our Future, Inc.

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

PRESIDENTIAL RACE

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

RESTORE OUR FUTURE, INC.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

12/6/11 _____
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title